

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public. Finally, the Attorney General intends, at the earliest possible opportunity, to make these public documents available on the Internet on the Department of Justice World Wide Web site.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant RUDER FINN, INC 301 EAST 57TH STREET NEW YORK, NY 10022		2. Registration No. 1481
3. Name of foreign principal HORIZONTES, LTDA (INHOUM)	4. Principal address of foreign principal Rua Antonio de Albuquerque 215, Belo Horizonte MG, Brasil	
5. Indicate whether your foreign principal is one of the following: <input type="checkbox"/> Foreign government <input type="checkbox"/> Foreign political party <input type="checkbox"/> Foreign or domestic organization. If either, check one of the following: <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Association <input type="checkbox"/> Individual-State nationality <input type="checkbox"/> Committee <input type="checkbox"/> Voluntary group <input type="checkbox"/> Other (specify) _____		
6. If the foreign principal is a foreign government, state: a) Branch or agency represented by the registrant. b) Name and title of official with whom registrant deals.		
7. If the foreign principal is a foreign political party, state: a) Principal address. b) Name and title of official with whom registrant deals. c) Principal aim.		

Formerly OBD-67

Form CRM-157  
JUNE 1998

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

CONTEMPORARY ART SCULPTURE PARK / BOTANICAL GARDEN

b) Is this foreign principal

Supervised by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

Owned by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

Directed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

Controlled by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

Financed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page must be used.)

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

A CORPORATION - HORIZONTES, LTDA

Date of Exhibit A	Name and Title	Signature
4-23-12	Philippe Polshin President	Philippe Polshin

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. One original and two legible photocopies of this form shall be filed for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant

RUDER B.N.N., INC.  
301 EAST 57th STREET  
NEW YORK, NY 10022

2. Registration No.

3. Name of Foreign Principal

HORIZONTES LTDA

Check Appropriate Boxes:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit. (CONTRACT TO COME - IN PROCESS OF APPROVAL)
5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. Describe fully the nature and method of performance of the above indicated agreement or understanding.


PROVIDING STRATEGIC COUNSEL TO ~~RUDER~~ HORIZONTES LTDA  
FOR THE INTOTIM SCULPTURE PARK; DEVELOPING COMMUNICATIONS  
PLAN AND CONDUCTING MEDIA OUTREACH.

8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

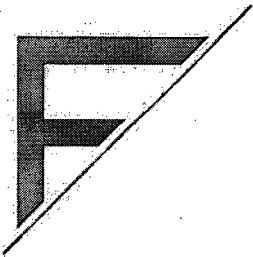
ADVISING ON INTERNATIONAL PUBLICITY STRATEGY,  
DEVELOPING PRESS LISTS, PUBLICIZING THE ART  
PARK AND EXHIBITION AND PAVILION OPENINGS,  
DRAFTING MESSAGING, SPEAKING POINTS, ETC.

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B 4-23-12	Name and Title Philippe Polster President	Signature 
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Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.



# FINN PARTNERS

A Ruder Finn Group Company

## **DRAFT CONTRACT (Not yet finalized or signed)**

This Contract, entered into on Feb. \_\_, 2012 among HORIZONTES LTDA., a company incorporated and existing under the laws of Brazil, having its principal office at Rua Antônio de Albuquerque, 215, Belo Horizonte – MG, Brasil, (hereinafter referred to as "Horizontes"), and FINN PARTNERS, Arts & Communications Counselors (A&CC), located at 301 East 57<sup>th</sup> Street, New York, New York, 10022.

1. Horizontes Ltda. has retained Arts & Communications Counselors (A&CC), a division of Finn Partners, as its public relations counsel effective February 15, 2012 through May 15, 2012.

Public relations services to be provided by A&CC include developing a strategic comprehensive communications plan that would include preliminary recommended messages, communications objectives, an analysis of challenges and opportunities, suggested target audiences, and a strategy for media (and corresponding VIP) outreach and initiatives, and working with you to continue to supplement and refine the plan, ~~for the next twelve months.~~

The Communication Plan shall also contain: a) communication strategies for Institute Inhotim in the United States and Europe; b) strategic visitation plan by journalists from the U.S. and from Europe to Inhotim; c) ways for positioning the image of the Institute on the American and European scene.

2. As compensation for its services, A&CC will be paid a fee of \$12,500 per month for the period February 15 through May 15, 2012. Payment of the fee will be due 30 days following receipt of invoice.

Services rendered by any office, subsidiary or affiliate other than A&CC will require a separate budget agreement. These may include services from other Finn Partners departments such as Tourism, Video Services, Interactive, affiliates in Europe, etc. The cost of such services will be billed as a separate subsidiary invoice.

3. Out-of-pocket disbursements for, on behalf of, or for the benefit of Horizontes Ltda. by A&CC and its affiliates will be billed at the end of each month. Expenses will include telephone, copying, postage, research, local transportation, business and media lunches, courier, etc. We may bill you in advance for major out-of-pocket expenses.

A&CC will maintain accurate records of all out-of-pocket expenditures made on behalf of Horizontes Ltda. A&CC will be prepared to supply reasonable supporting detail required by Horizontes Ltda., with the exception of any item under \$50.00 including, but not limited to postage, local transportation, photocopy, telephone and messenger service.

Certain expenses are billed pro rata to all of Finn Partner's clients based on their level of activity for that month. The expense for this charge will be billed as supplies and services and covers such items as supplies and subscriptions that cannot be identified with a specific client; equipment and related maintenance; administrative support services; and interest or loss of interest income on reimbursable expenses.

All travel for A&CC and its affiliates, including airfare, hotel, meals, airport transfers and local transportation will be paid directly by Horizontes Ltda. Air travel will be business class for all trips exceeding five hours.

Expenses for special events or initiatives will be billed separately and as incurred. A&CC will provide Horizontes Ltda with an advance written estimated budget for such expenses. A&CC requires a 50% deposit against estimated expenses prior to incurring any costs.

4. In the event Horizontes Ltda questions the validity of a charge, payment for only that portion under question may be delayed without a finance charge, provided Horizontes Ltda expresses its objection in writing within twenty (20) days of the date of the invoice.

5. A finance charge of 1.5% per month will be assessed on outstanding balances over 30 days.

If the amounts due A&CC should ever exceed \$12,500 for over 60 days, A&CC will have the option to cease all work on the account upon one day written notice and sent by overnight mail at any time on or after the 60<sup>th</sup> day until the account is current.

6. Horizontes Ltda. agrees that A&CC has no control over information once it has been issued to the media or another third party. Nor can A&CC assure the use of any material by any medium, or accuracy of what any third party publishes. It is understood and agreed that A&CC does not stipulate or guarantee specific overall results or returns from public relations, publicity, research, or any other activity performed by A&CC.

A&CC shall take reasonable care to safeguard any of your property entrusted to its custody or control. However, A&CC shall not be held responsible for any loss, damage, destruction or unauthorized of such property unless caused by A&CC's negligence or willful misconduct.

A&CC grants you, for the term of this Agreement, a nonexclusive license to use all press releases, copy, layouts, and other creative materials and documents prepared or provided by A&CC under this Agreement (collectively, the "Creative Products"), which are the exclusive



property of Finn Partners, Inc. (subject to and limited by any rights in the Creative Products that third parties may own).

Each party shall indemnify and hold harmless the other party and its corporate affiliates and their officers, directors, employees, subcontractors and agents from and against all obligations of any nature whatsoever, including all reasonable attorney's fees, resulting from a party's willful misconduct or negligent act or omission or failure to perform in accordance with any of the terms or conditions of this agreement; provided, however, that the party to be indemnified hereunder notifies the other party promptly of any such claim and such claim is not attributed to any negligent act or omission by the indemnified party, its corporate affiliates or any of their officers, directors, employees or agents. This indemnification shall survive the termination of this agreement.

7. Horizontes Ltda acknowledges that it has read this Agreement between the parties, which supersedes all proposals or prior agreements, oral or written, and all other communications between the parties relating to the subject matter of this agreement.

This Agreement can be canceled by either party on 30 days advance notice in writing. During said 30-day notice period, we will, on your request, continue to provide our services.

This Agreement shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to the choice of law principles thereof. Any suit, action or other proceeding relating to this Agreement shall be brought in the Courts of Record of the State of New York or in the United States District Court for the Southern District of New York.

The parties agree that the prevailing party may collect from the other party any reasonable legal fees and court costs associated with either party's action for enforcing the terms of this agreement.

Accepted by: \_\_\_\_\_  
Bernardo Paz  
Horizontes Ltda

Date: \_\_\_\_\_

Accepted by: \_\_\_\_\_  
Philippa Polskin, President  
Arts & Communications Counselors, a division of Finn Partners

Date: \_\_\_\_\_